

# SETU SHAH

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## EDUCATION

### UNIVERSITY OF CALIFORNIA, BERKELEY

Berkeley, CA

B.A. in Political Economy, Minor in Environmental Economics | GPA: 3.36/4.0

MAY 2022

- Coursework: Probability & Statistics, Statistical Methods for Data Science, Intermediate Microeconomics & Macroeconomics, International Political Economy, Principles of Business, Financial Accounting

## WORK EXPERIENCE

### STUDENT MEDICOVER

Burlingame, CA

Marketing Analytics Intern

JULY 2020 - JUNE 2021

- Generated reports using Excel & PowerPoint to analyze competitors, target markets, & track KPIs.
- Analyzed 1000+ rows of data using SQL for health insurance products worth \$6M in revenue.
- Collaborated on social media marketing campaigns to leverage customer acquisition by 20%.
- Automated data visualization by integrating Tableau with multiple data sets in Excel and SQL, which reduced time spent manually creating dashboards by 75%.

### HAAS SCHOOL OF BUSINESS

Berkeley, CA

Research Assistant

OCT 2018 - MAR 2019

- Built & analyzed composite databases using SQL & Excel on financial disclosures & accounting practices in major world economies (USA, Japan, & India).
- Optimized data collection with 15% increase in efficiency & provided in-depth research documentation.
- Analyzed economic consequences of regulatory changes & facilitated literature review.

### ICICI PRUDENTIAL ASSET MANAGEMENT COMPANY

Mumbai, India

Equity Research Intern

MAY 2018 - AUG 2018

- ICICI Prudential AMC is the largest AMC in India per average Assets Under Management (AUM).
- Analyzed market trends in the power industry & built valuation & forecasting models using Excel & self-taught VBA macros for products worth over \$10B.
- Performed in-depth due diligence, developed contrarian insights & presented findings bi-weekly.
- Collaborated with a senior fund manager to present a final research report to the Chief Investment Officer.

## LEADERSHIP EXPERIENCE

### DATA SCIENCE FOR INDIA

Berkeley, CA

Regional Director

JAN 2018- AUG 2018

- Developed & provided specialized data science curricula, targeted boot camp workshops, & presentations from industry professionals to bring data science education to students everywhere.
- Worked towards the creation, marketing, & deployment of Data Science boot camps in 15 cities in India, reaching over 2500 students with 25% increase in enrollment.
- Organized weekly meetings, created semester timelines, & delegated action items to team members.

### UC BERKELEY EECS DEPARTMENT

Berkeley, CA

Peer Tutor & Lab Assistant

JUNE 2019 - MAY 2020

- Tutored, mentored, & problem-solved for 50 students in the introductory Computer Science course (CS 10).
- Led weekly lab sessions & group discussions, presented exam review sessions (200+ students).

## PROJECTS

**Cholangitis Study:** Visualized distribution & correlation of diagnostic measures. Built multivariate and logistic regression models to analyze disease outcomes using Tidyverse in R.

**ML & Financial Analysis:** Visualized stock data using Matplotlib & Seaborn in Python. Built predictive models using machine learning (Scikit-Learn) & deep learning (Keras).

## SKILLS

**Technical:** SQL, R, Python, Tableau, Power BI, Google Analytics, Excel, PowerPoint, VBA, Basic CSS/HTML

**Languages:** English (fluent), Hindi (fluent), Gujarati (fluent), French (beginner)

**Interests:** Hiking, Soccer, Podcasts, Personal Finance